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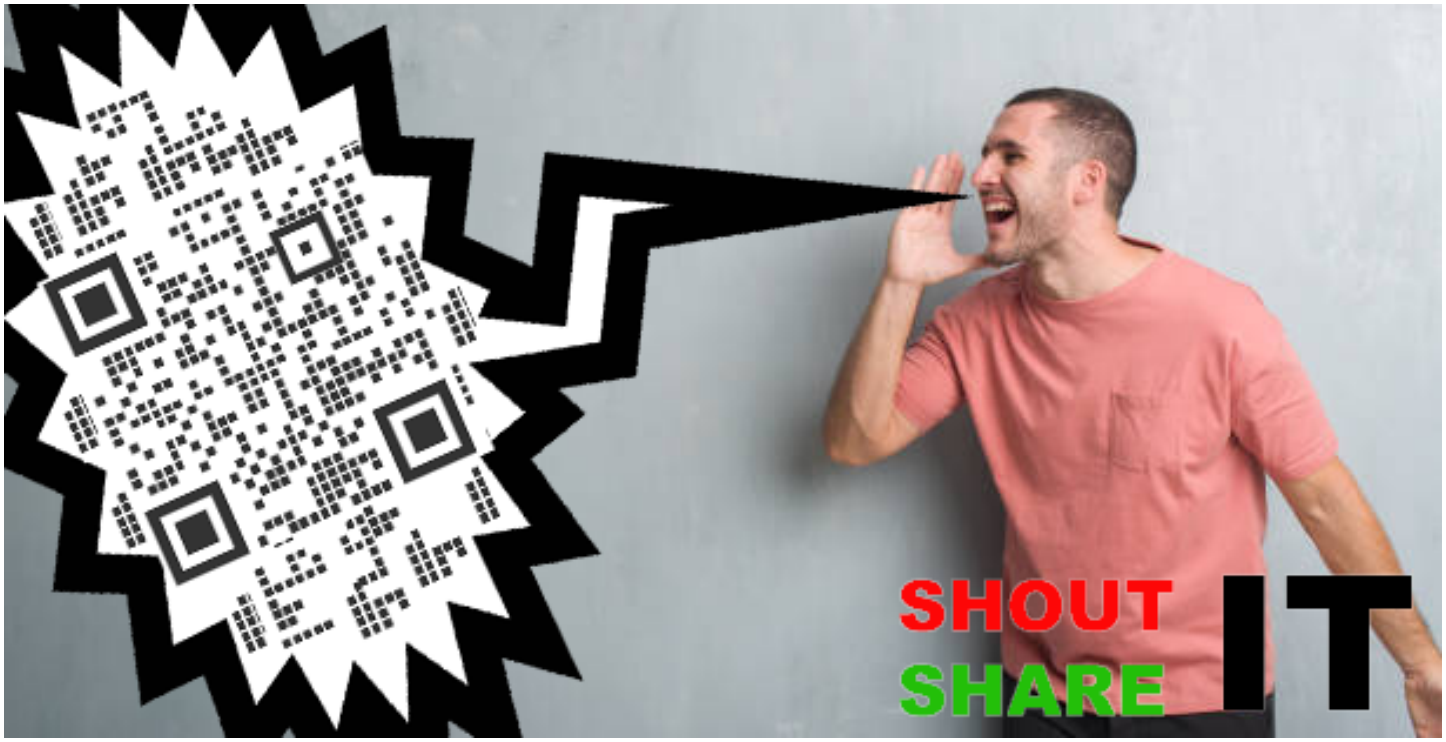
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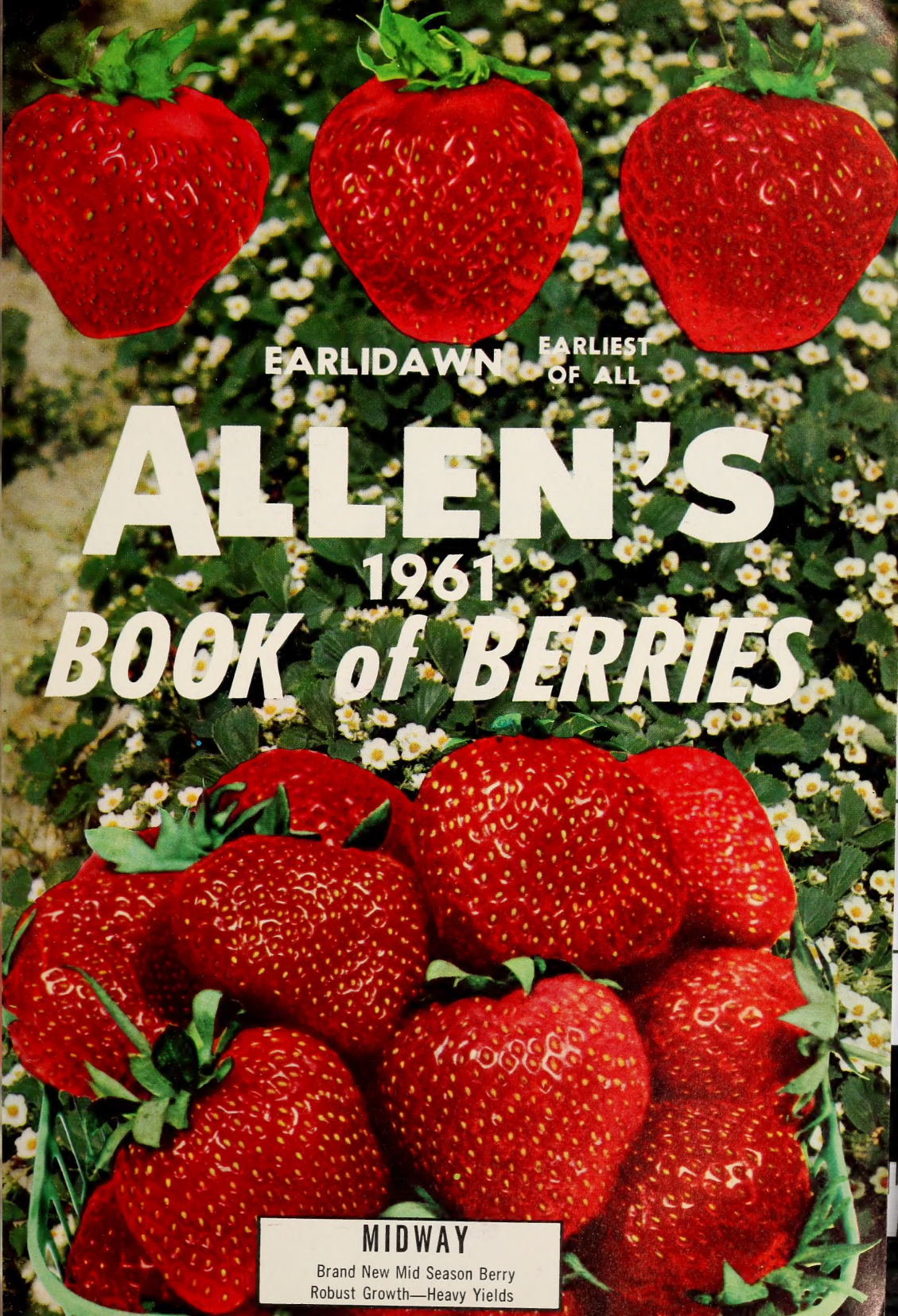
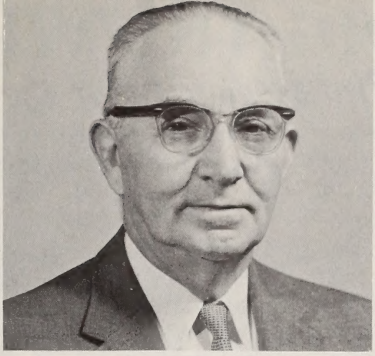

EARLIDAWN
EARLIEST OF ALL
ALLEN'S
1961
BOOK of BERRIES
MIDWAY
Brand New Mid Season Berry
Robust Growth—Heavy Yields

GROW BEDS LIKE THESE — THEY PAY.

CATSKILL

KING of the MIDSEASON KINDS

ALBERT G. ALLEN



W. LEE ALLEN

FULTON W. ALLEN

RICHARD M. ALLEN
(Son of Albert G. Allen)

MEET THE ALLENS

Who own and operate W. F. ALLEN COMPANY

HERE WE ARE AGAIN to serve you with the best strawberry plants obtainable. That has been the main objective of our firm since it was founded in 1885 by the late W. F. Allen, father of Fulton, Lee and Albert Allen.

THE PLANT SITUATION — 1961

ORDER EARLY! It will help us plan our work to serve you best. However, if you should be somewhat late in placing your order your chances of getting what you want are much better this year than usual.

PLANT QUALITY is high; ample fall rains, virus free stock and fall fertilization have enabled the plants to develop fully both crowns and roots. Plants dug for early fall orders prove their quality.

SUPPLIES are good and prices remain the same. There will be no increase in price of any variety this season. With the exception of a few minor varieties we have fairly large stocks of plants of all kinds including our dozen leaders from the sales standpoint — Catskill, Pocahontas, Dixieland, Robinson, Sparkle, Jerseybelle, Tennessee Beauty, Surecrop, Midland, Fairfax, Earlidawn and Empire. Premier, the leader for many years, ranked 13th in sales in 1960.

SOMETHING NEW: We have a very fine midseason variety, **MIDWAY,** to offer this year for the first time. Read about it on page 15 and look at the color picture on the front cover. You will want to try at least a few.

OTHER VARIETY COMMENTS: SURECROP is making an enviable record. With its vigor and triple resistance to red stele it is sure to become a leader. **JERSEYBELLE,** for so long the outstanding profit-maker in New Jersey and on Long Island, is gradually being "discovered" by growers in other sections. **POCAHONTAS** and **DIXIELAND** are both increasing rapidly in favor, being second and third respectively in our 1960 sales, outsold only by Catskill. EARLIDAWN, after an up and down beginning, is finding its place as a most productive, hardy, very early shipping and processing berry.

The most important factor in the plant situation is the continued superiority of our registered virus free plants. In plant growth and in yield of quality berries nothing else will do if you plan to compete under present day conditions. THEY ARE TOPS!

ALLEN'S PLANTS, Standard of the Industry for 76 Years, are still your Best Buy for Big Crops of Better Berries.

PICKING THE WINNERS

A Bird's-eye View of the Best!

Early

PREMIER The safe early strawberry. Practically frost proof. Very productive in all northern states. After 46 years still widely planted in the north but it is rapidly losing ground. Catskill is now the leader in acreage there.

FAIRFAX The top quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted, north and middle south. Where quality tells Fairfax sells!

EARLIDAWN Earliest of all. May replace Premier in many northern sections. Berries attractive, light in color and firm enough to ship. Tart. Plants hardy and very productive. **BLAKEMORE**—Still a great southern and middle states berry. **DIXIELAND**—Berries larger than Blakemore; equal for shipping or processing. Rapidly gaining in popularity.

MIDLAND Plants from virus free stocks are now available, and they grow! For vigor, size, quality, productiveness it is close to the best. Very Early. Fine fresh or frozen.

Midseason

CATSKILL The leading midseason berry. Heaviest producer of any leading variety-more big berries. Good quality, firm, attractive, excellent for freezing. Virus free plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best midseason berry—it's safe.

SURECROP Outstanding vigor productiveness, large size berries; plants with triple resistance to red stele make Surecrop a sure winner. EMPIRE has made a fine record in Premier territory; excels Premier in size, quality, firmness and beauty; equal in vigor and productiveness.

POCAHONTAS One of the strongest growers on our list—healthy too! Berries light, large, firm, tart, attractive and oh so many! In five years Pocahontas' popularity has zoomed in the north as well as in the middle states.

Late

TENNESSEE BEAUTY Usually our most profitable commercial berry. Excellent for home garden, super-duper for freezing. Adapted middle south to middle north. Our record here: 12,700 quarts per acre.

ROBINSON Berries very large, light, attractive. They bring top prices. Becoming very popular in the northern and upper middle states. Plants easy to grow, very productive, profitable. **JERSEYBELLE**—An extra fancy, large, beautiful berry grown for years as 7A. Very popular in New Jersey, and on Long Island.

SPARKLE Extra vigorous virus-free plants now available. Red stele resistant. A quality and quantity producer for northern states. Very productive. Berries medium size, excellent quality, rich red clear through—popular for freezing.

Very Late

REDSTAR The latest real good berry and the best real late berry. Fancy berries at high prices ten days after others have finished.

Everbearing

SUPERFECTION World's greatest everbearer. Our first choice of them all because it is easiest to grow and most productive of fall berries. Your best bet for berries this year.

Berries like these always pay

GROWING STRAWBERRIES FOR PROFIT

For many years strawberries have been one of the best of all money crops. Read below, paragraphs 1 to 8, some of the basic reasons why this is true.

First, however, we want you to consider 35¢ per quart. This is not a high price nor an average price but the average difference in price of the best and the poorest berries on the New York market in 1960—an average of nine days taken at random during the latter part of the season. It shows again what we repeat each year, good berries will yield a profit and will pay for the extra care needed in producing them.

Another favorable factor for the next year or two: For several years prices have been lower than average in producing areas dependent on a processing berry market. This has been largely due to the tremendous volume of California berries. Information seems quite reliable that the California crop will be substantially less for the next few years which should give midwestern and eastern growers a better market for their processing berries. Here are eight additional reasons why strawberries retain their value as a money crop, especially for the small acreage land owner.

1. Strawberries have a universal appeal. Practically everyone is a potential customer and they can be so attractive when presented for sale either at retail or wholesale.
2. They can be grown anywhere; fine varieties suitable for every state are available.
3. Strawberries bear quicker after setting and bear earlier in the season than any other fruit crop.
4. Strawberries excel as a family business or large commercial venture. The work is mostly light, suitable for old people, young people and for women who like to work out of doors.
5. If good land is used a high income per acre can be expected. This is especially helpful where good land is limited.
6. Very little machinery is required—none of the highly expensive type.
7. If you have irrigation it will pay doubly for strawberries (a) in producing larger, better crops and (b) in protecting the blossoms from frost or freezing in spring.
8. A fairly wide variety of markets is available —roadside markets, processing plants, local hotels and restaurants, shipment to wholesale outlets and in recent years "Pick Your Own" projects.

CAUTIONS:

(a) Don't attempt to grow too many. One-half acre well cared for could mean more profit than several acres neglected.

(b) Plan to do all the things necessary to grow good berries. Experience demonstrates that good berries practically always sell at profitable prices; inferior berries only when chance makes a short supply.

ONE-FOURTH ACRE $700

Marion Co. Mo., July 14, 1960. "For an early berry I like Earlidawn and I will plant it again. We had berries before anyone around here. I liked your plants better than any I have ever bought and I have been growing berries for fourteen years. We had about one-fourth acre and cleared almost $700.00" A. T. SHIEMYER.

"PICK YOUR OWN" ("U Pick 'Em")

The growth of this type of marketing operation is amazing; fields of from less than an acre to twenty or thirty acres with the owner and grower having the crop picked by his customers. Usually packages are provided by the grower. The balance of the harvesting operation for him consists only of supervising his customer-pickers and collecting the money for the fruit. For the average city dweller getting his supply of strawberries this way provides an outing which mixes work and fun and which enables him to get completely fresh strawberries at fair prices for his own use.

"Pick Your Own" provides the harvest help for the grower's biggest job and a sure market for his crop. It is working in hundreds of cases.

BERRY GARDENS FOR PLEASURE AND PROFIT

No Home Garden is Complete without a Berry Bed.

Strawberries provide a **taste-treat** for all the family. Everybody likes them. Strawberries provide a valuable **health item** to your diet. They are "chock full" of **vitamin C.** With **quick freezing** much of the delicious flavor of fresh strawberries can be held for **year-round** enjoyment.

Friendliness. Sharing promotes friendship. A quart or so of delectable ripe strawberries is a gift suitable for your closest friends and neighbors or for your most distinguished guest.

A strawberry garden helps keep the **budget** low. Why spend money for lesser desserts when strawberries in profusion are so easy to grow?

Strawberry Garden Profits. Hundreds of householders have a moderate size strawberry garden to provide their families with all the fresh berries they can eat, prepared in all the delicious ways which are available. Most often there are enough extra berries to provide a nice profit. Good strawberries are easy to sell; their beauty, delightful flavor and usefulness appeal to all.

Add Luxury to your Living with Lots of Luscious berries from a Lovely Little Garden.

Washington Co., Md. Feb. 18, 1960: "Your strawberry plants are wonderful. I had berries that look just like the pictures. Can't supply all my customers. I am ordering 1,000 Catskill plants." PAUL B. FORD.

Seneca Co., Ohio. Feb. 1, 1960. "Sparkle berries are wonderful to freeze. I think they are the most! We love them; the flavor is so good and they do wonders for me each year. I just

A strawberry garden for pleasant living

Lackawanna Co., Pa. June 13, 1960: "Last year I ordered 100 strawberry plants from you. I am so proud and happy at the results I just wanted you to know. I have been picking berries for about two weeks now. They are even more beautiful than the pictures on the cover of the booklet you sent me, and the flavor is just wonderful. We live in the city, neighbors come from all around to look at them. They say they never saw anything like them. I had one stem with twenty-three berries on it. The plants are so green and the leaves are like wax. I just thought it would be nice to tell you what wonderful luck I have had and how I enjoyed growing them." MRS. JOHN F. O'CONNOR.

plant enough for our own table use and some to freeze." MRS. WAYLAND BOLLINGER.

New Castle Co., Del. Feb. 23, 1960: "In 1958 we ordered 75 plants; in June 1959 we picked from these 145 quarts of berries. I have never seen strawberries so prolific. We were surely pleased." MARY A. REUSS.

Davidson Co. N. C. June 15, 1960: "The berries sure did well this summer. Picked 875 quarts off five rows 25 feet long. I am sure proud of them. The folks around here want to know how I raise such large berries. They were fine and thanks to you all for telling me about them. You all have the cream berries." LEE BURKHART.

Montgomery Co., Ohio. July 14, 1960. "I would like to tell you how pleased I was with my strawberries. I purchased 25 Surecrop and 25 Tenn. Beauty. We froze 66 pints for ourselves and gave the neighbors the rest. They sure produced a bumper crop. Some were extra large in size. Just wanted to tell you how much we enjoyed them and am sending you another order." JAMES CARPENTER.

Warren Co., Ohio. Feb. 3, 1960: "Enclosed is my order for 300 Catskill, 300 Pocahontas and 100 Redglow. We have had a home garden of your Catskill these past four years and I just couldn't think of keeping house without them. They are wonderful. The other two are new to us. MRS. FOREST E. KIRBY.

Rockingham Co., Va. July 29, 1960. "From the 200 strawberry plants we received from you in 1959 we picked 150 gallons. It is almost unbelievable. We sold them to a number of neighbors and also to three stores here in Elkton. We could write a book about them." MRS. JAMES W. HENSLEY.

Lincoln Co., W. Va. April 14, 1960. "From the 300 Catskill plants we ordered from you two years ago we froze 100 quarts and sold more than $100.00 worth. They couldn't have been better." C. B. McCLURE.

ALLEN'S WINNING PLANTS

Standard of the Industry for 76 Years

REGISTERED

For best results from your own efforts in growing berries we hope you will use Allen's Winning Plants. These are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from this program.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Planting stocks from virus free sources must be used.
2. Virus free stock must be kept virus free. This requires 12 to 14 dustings to kill the aphis which is the carrier of the virus organism.
3. This superior stock must be grown in fields isolated from varieties where virus free plants are not yet available and from other fields of ordinary plants in the community.
4. Provide a screen house from which constantly a basic stock of indexed virus free plants may come.
5. Soil fumigation to control or eliminate root nematodes. Nemagon is the material used, as that has been found to be the most effective fumigant to date for nematode control. Our plant fields are all fumigated twice during the growing season. This is costly but well worthwhile for users of strawberry plants.
6. The use of abundant plant food. We use about 1500 pounds per acre to keep them growing at their best.
7. A minor element mixture is added to the fertilizer to avoid the possibility of any weakness resulting from any minor element deficiency.
8. Chlorodane is added to the fertilizer to kill ants, cutworms, grubworms, etc. which might kill or weaken the plants.
9. Constant inspection to make sure that planting stock is free from red stele and that the soil in which they are to be planted is also clean.
10. With ALLEN'S PLANTS you get all the above plus the benefit of our specialization and experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 76 years. We believe this means much to you as a grower.

Brown Co. Wisc. Feb. 5, 1960: "I want to thank you for the shipment of 11,000 strawberry plants consisting of Sparkle, Catskill and Surecrop that I received from you in April, 1959. They were outstanding plants, caught perfectly and all showed a vigorous growth." C. F. GREILING.

ALLEN'S REGISTERED PLANTS WILL PAY YOU!

Registered plants for vim and vigor

EARLIDAWN *Earliest of All*

Five Days earlier than Blakemore and Premier

Originated at Beltsville, Md. in 1947 by the U.S.D.A. Earlidawn is a cross of Midland and Tennessee Shipper. First selected in 1948, it was tested for several years as U.S. 3939 and released for introduction in the fall of 1956. Since that time Earlidawn has been quite widely tested. It has made excellent yields in Indiana, Ohio, Missouri, Maryland, Long Island, N. Y., and other states.

From Kentucky W. W. Magill writes, "In 1960 one of our growers had 1,000 plants each of several varieties on yield tests. In 1959, the planting year, weather was good and all varieties made a fine growth. In 1960, just as berries started to ripen, the ground was so dry that you could put the palm of your hand in the cracks of the soil in many places. Irrigation was impossible. No water. If we had had a rainy year the Lord only knows what kind of yield we would have had. Here is what we did get:

Earlidawn	10,112 qts. per acre
Dixieland	8,736 qts. per acre
Tennessee Beauty	7,104 qts. per acre
Pocahontas	5,648 qts. per acre
Surecrop	4,848 qts. per acre
Blakemore	4,624 qts. per acre

The official U.S.D.A. release tells the Earlidawn story:

"The ripening season of Earlidawn is about 5 days before Blakemore and Howard 17 (Premier). Earlidawn is the earliest of all to ripen. Its flower stems are short and the flowers are well covered by leaves to protect them from frost. It has escaped frost even better than Premier. The berries average large in size and maintain large average size throughout the picking season. The color of the berries is strong to vivid red, a little deeper than the Blakemore color. They are glossy, have a moderately tough skin, and are firmer than Premier, Catskill and Sparkle, about as firm as Pocahontas and less firm than Blakemore. The seeds are slightly sunken. The berries are fairly uniform in shape and their flavor is tart and good."

Compared with Premier, Earlidawn berries are equally as large, brighter in color, firmer, equal in quality (although more tart), much better shippers, better for processing and apparently just as hardy as frost proof Premier. With us in real dry seasons Earlidawn has been the heaviest producer on our list, although under those conditions average berry size is not large. Earlidawn ha been rated very high for freezing quality.

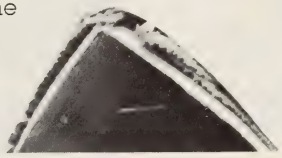
Usually rather shy in plant making, our Earlidawn beds this year have made a very fine growth. We have lots of good plants and feel that every grower in the middle and northern states interested in real early berries should plant Earlidawn.

Price List page 32.

MIDLAND

Midland has everything a great berry needs—beauty, size, color, quality, productiveness, firmness and freezing excellence. If Midland made plants a little more freely and had a little more frost resistance we could call it one of the greatest berries of all time. Selection of good soil, plus good care, will nearly always make possible plenty of plants for a good fruiting row with the new extra vigorous virus free stocks now offered. Irrigation, if available, will help insure the excellent fruiting row and also if properly used will provide almost complete frost protection.

Midland berries are very early, ripening with Premier and Blakemore, only a day or two behind Earlidawn. The berries are quite firm and average large in size, probably as large as Catskill. They have a bright red color which extends clear through the berry. When first picked they are bright red but darken somewhat on holding. This is some handicap on wholesale markets but for fruit stands, local trade, "Pick Your Own" projects and home gardens Midland is "IT." The berries are excellent in quality; many consider them the equal of Fairfax—not quite as sweet but with just as much appealing flavor. Their firmness and deep red color clear through the berry make it one of the best for freezing. Midland has been at the top or next to the top in more freezing tests than any variety we know.



Early, Productive, Firm, Midland, a Great Strawberry. High Quality, Good Freezer

Midland plants are large, healthy and very productive. Where a good fruiting row has been produced their production is right up with Catskill, Sparkle and the other leaders.

Midland is adapted to all the middle states and even quite far north if irrigation is present to help against late spring frosts. In Missouri it has consistently been one of the best berries from the standpoint of quality and yield. In Connecticut it has been superb. In New Jersey it has been the best early berry for a long time and still retains that rank. On Long Island it is one of the most productive and profitable berries to grow.

It is our opinion that when grown for any market except for shipment to big city wholesale markets Midland is one of the best, largest, most productive and most profitable of all early berries. Our one caution: Use good land and give them good care to be sure of a good fruiting row.

For growers who have irrigation, selection of Midland as an early variety should be almost automatic.

So far as our reports show, Midland is one of the outstanding berries for "Pick Your Own" projects.

In spite of a none too good growing season in 1960 our virus free stock has made very satisfactory beds and we have a fairly good supply of Midland this season. However, the demand for this fine variety is always heavy and early ordering is advised. Price list page page 32.

Dixieland Plants that Grow and Grow and Grow

A Midland by Tenn. Shipper cross, tested by the U.S. D.A. in North Carolina and introduced in 1954. Dixieland was originally developed as an improved shipping variety for the south, and it is that! Compared with Blakemore it is larger, more productive and firmer.

As Dixieland became more widely tested it has been found to be adapted much further north than first expected. Dixieland does well from South Carolina to New York and from the Atlantic Coast to the Mississippi River. Excellent individual reports on Dixieland have also come from southern Michigan and southern Wisconsin. Dixieland popularity, shown by increasing plant sales, is gaining rapidly.

DIXIELAND

Firm and Beautiful

In addition to the luxuriant plant growth, heavy productiveness, size and beauty of the berries, the firmness of Dixieland is hard to realize. We thoroughly believe that if a good picking of Dixieland should be ready on a Monday morning and shortage of pickers, bad weather or other factors should delay picking, the berries could be picked Thursday, Friday or Saturday, at the end of the week, with practically no loss to the grower. With the exception of Tennessee Shipper, which does not compare with Dixieland in other ways, Dixieland is as firm as any present day variety of strawberry. This could be important, as mentioned above, where labor is scarce or weather is bad.

In tests of several leading varieties in Kentucky in 1960 Dixieland was second in productiveness, ahead of both Tennessee Beauty and Pocahontas, yielding 8,736 quarts per acre in a very dry fruiting season. More details about this test given under Earlidawn description.

Dixieland berries are light in color, only slightly darker than Blakemore. In quality they are quite tart and are highly recommended for processing. Dixieland nearly always equals or exceeds in selling price other fancy berries of its season.

We have an excellent lot of Dixieland plants available for our beautiful beds of this variety. This field shown above are Dixieland plants available for 1961 orders. Price List page 32.

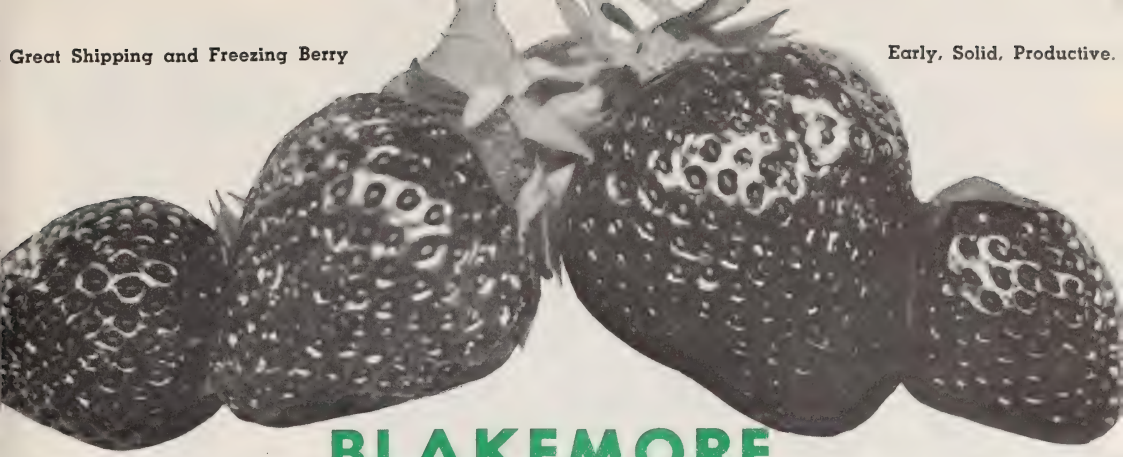
TENNESSEE SHIPPER *The Firmest Berries we have ever seen*

Tennessee Shipper is a Missionary x Blakemore cross, introduced in 1941 by the Tennessee Experiment Station. It is a very vigorous grower

The plants are very productive. The berries ripen early, about with Blakemore, and are the firmest of any variety we know. They are so firm that picking may be neglected for several days at a time and still be picked and shipped to market with practically no loss. Tennessee Shipper berries are excellent for freezing. They are rather tart in quality and in dry seasons tend to run down in size except on very springy land. Price list page 32.

KLONMORE *High Quality Shipping Berry for the Deep South*

Klonmore is a cross of Klondyke x Blakemore. In vigor of plant growth it equals either of its free growing parents. In productiveness Klonmore is better than Klondyke, probably nearly equal to Blakemore. Klonmore berries are about equal in size to either Blakemore or Klondyke but are better in quality than either of them. In fact Klonmore is the only high quality long distance shipping berry that the south has ever had. Klonmore territory is more limited, being grown successfully in coastal areas of the gulf states and the Atlantic coast states and as far north as South Carolina. Price list page 32.



BLAKEMORE

The Great Southern Shipping and Processing Berry

For many years Blakemore has been the leading shipping berry throughout the southern and middle states. Even today, after much competition with other varieties in local areas, Blakemore is still more widely grown there than any other early variety. The plant is very vigorous, making a satisfactory row under almost all conditions. Generally the plants should be thinned some to keep from getting the bed too thick.

Blakemore is very productive, turning out a high yield per acre, particularly if some thinning of plants has been practiced. The berries are light in color, very attractive in appearance, holding the light color after several days. The berries are very firm and will remain in good condition from the time the berries are first ready to pick, either on the vines or on the route to market, for several days. The berries ripen evenly all over, making good picking rather easy. Many of the berries are large in size but in thick beds and dry seasons tend to run down quite badly unless irrigated.

For processors Blakemore is the Number One berry. In southern areas especially processors prefer Blakemore and in many instances will have no other variety.

In quality Blakemore berries are quite tart. When consumed as fresh fruit they must have sugar added to be real good.

In some areas of the south Dixieland is inching into Blakemore territory. In eastern North Carolina Albritton has almost taken over as their one best berry. On the other hand Blakemore is popular in many areas of the northern states. Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern holf of Ohio, Indiana and Illinois. Generally it is not recommended farther north. In the territory mentioned anyone who wants berries that are easy to grow and sure to grow can do no better than choose Blakemore. Properly grown it has proved to be a great money maker for large numbers of growers. Virus free stock retains and emphasizes the outstanding vigor of this fine variety. Price List page 32.

MISSIONARY

For many years Missionary has been the leading berry in Florida and popular in other southern states. In Florida it is now a poor second to the new Florida 90 in acreage grown. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries ripen early, are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. Virus free stocks now used are emphasizing the good qualities of Missionary. Price List page 32.

FLORIDA 90

A fine new strawberry, originated by Dr. A. N. Brooks in Florida, and grown almost exclusively in that state. Florida 90 is more productive and produces larger, more tasty berries than Missionary. The berries are red all the way through. Florida 90 berries are large, long and pointed. They ship very well and have been very well received on northern markets. As with Missionary, all our Florida 90 are grown from virus free plants. Both varieties are showing the tremendous vigor which has come to be associated with freedom from virus. Price List page 32.

FAIRFAX

First for Fine Flavor The Garden Berry Deluxe

Size, beauty and quality make Fairfax an outstanding berry for roadside markets and other places where quality as well as appearance is appreciated. Wherever consumer can buy strawberries by variety name Fairfax is a favorite. Few can forget the taste treat which Fairfax provides. The berries average large in size, many of the first berries being fan shaped, with the later ones round and sometimes somewhat pointed. The berries are quite firm, being just as solid as Blakemore. When they first ripen Fairfax berries have a bright red color which darkens on holding, becoming almost purple before decay starts. Fairfax berries should be picked closely, especially in commercial fields. If picking is neglected the bright early berries mixed with the dark berries which have been ripe for several days present a somewhat mottled appearance, which is not favored on wholesale markets. In retail markets the dark red color of Fairfax has become associated with unequalled flavor. Consumers buy Fairfax and come back for more of these wonderful dark red berries.

Availability of Fairfax plants from virus free sources has caused a revival of interest in this fine variety, long noted as the best of all in quality.

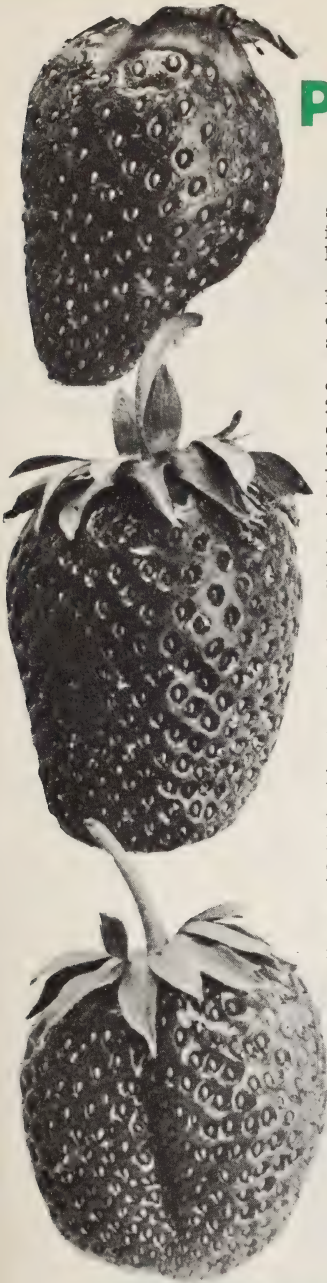
Fairfax is a moderately heavy producer, just under Premier, Catskill and Sparkle, but yields of 8,000 quarts per acre are not uncommon under good conditions. In the southern and middle states Fairfax ripens early but becomes midseason to late when grown as far north as New York state. Fairfax is well adapted from the latitude of Virginia north. Every garden or small planting in that area should include this delectable treat. FAIRFAX! Price list page 32.

Prince William Co., Va., March 21, 1960. "This will be my seventh year to have ordered strawberry plants from you. After several experiments I have found your Fairfax berries to be ideal for this section. All your plants have been the best and always run true to name. Enclosed is my order for 200 Fairfax." CALVIN F. SIMPSON.

DORSETT

Dorsett is a high quality berry which has many good points and a few bad ones. Dorsett ranks about with Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact surpassed only by Fairfax. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help overcome these things avoid frosty sites, don't over-fertilize the row making it too dense, and don't let the plants become too thick in the row.

Certified virus free plants of Dorsett are not yet available but our present stock grows freely and makes an excellent fruiting row. Price list page 32.



PREMIER *The Frost Proof Berry*

For many years, since 1915 when it was introduced, Premier reigned supreme as the most popular, most profitable and widely planted berry in the northern states. Premier territory extends as far south as the high altitudes in Tennessee and North Carolina and north to Canada.

Premier is still a favorite with many growers in that area but it no longer "reigns supreme", having been surpassed by Catskill and challenged by Sparkle and other kinds. The reasons why Premier stayed at the top so long may be listed.

1. Vigorous, healthy foliage, usually making plenty of plants for a good fruiting row.
2. Amazingly heavy crops of fruit which while not fancy are acceptable on many markets, including the processing industry.
3. A hardiness and frost proof factor which insures big crops every year.
4. An early berry, it starts bearing among the first and continues through a long season.
5. Most of the records for yields and profits, many of which still stand, have been made with Premier. It has been considered the safe and sure variety.

Factors which contributed to the loss of leadership by Premier are:

1. Before virus free stocks were available it became increasingly hard to get a good fruiting row, especially in bad seasons and under unfavorable conditions. This naturally greatly decreased yields and therefore profits.
2. Premier plants bear so heavily that they cannot size up many of the later berries. This has been particularly serious in hot dry seasons.
3. As more desirable fruit came on the market Premier berries suffered by comparison both in quality and price.
4. Virus free stocks make it easier now to get a good fruiting row, but in our opinion virus free Premier now offered is not the real Premier. The fruit is the same in size and shape, but is lighter in color and less desirable in quality than the old non-virus free stock. We hear of local processors refusing berries from virus free Premier because it makes a product that is too mushy. We are not at all sure that the present day virus free Premier stock has all the frost resistance of the original Premier.

To sum up, Premier berries are early, fairly good in quality, fairly attractive in appearance, acceptable on many markets, moderately firm for shipping short distances and are produced in tremendous yields with a certainty of bearing unequalled by few other kinds.

For those who have known and grown Premier and like it we are not suggesting a change. We have a nice lot of virus free Premier and a few of the regular stock for those who want to try the old strain.

Premier is also sold as Howard 17, which was the original name. The varieties are identical in every prospect. When ordering use the name you like best. Price List page 32.

STELEMASTER

Stelemaster is a very fine early variety in addition to its ability to resist all three forms of the red stele disease. It is a very vigorous grower and close to Catskill and Premier in productivness. Average size of Stelemaster is much larger than Premier, perhaps almost as large as Catskill.

Stelemaster berries ripen about as early as Blakemore. The berries are medium red in color with a glossy surface and are generally uniform and smooth. The flesh is light red, firm, juicy and with a slightly tart flavor. It is not considered especially desirable as a freezing berry.

Stelemaster plants are very vigorous and productive. Stelemaster has not been widely tested, most of the early tests having been confined to Maryland and southern Delaware. However, it has been so good in those areas that it is largely responsible for putting back in the berry business a number of growers whose soils had become infested with red stele. The new Surecrop, a mid-season variety, is the only other kind with triple red stele resistance. These two, Stelemaster and Surecrop we look to see much more widely grown.

If you have red stele in your soil and still want to grow big crops of fancy berries it will pay you to remember Stelemaster and Surecrop — both triple threats to red stele and high scorers for your profit account. Price list page 32.

REDGLOW

The American Beauty

Of all the named varieties tested at the New York Vegetable Research farm on Long Island in 1960, Redglow was surpassed in yield only by Jerseybelle and Armore. The yield for Redglow was 9,824 quarts per acre. Redglow is not considered highly productive. it is not a heavy producer of plants, but it does make an adequate growth of very strong, robust plants which usually are not crowded on the row. Part of the secret of its higher than apparent production probably lies in the fact that every berry reaches a good marketable size. Anyway, yields are generally up close to those of the leaders.

Redglow, a cross of Fairland and Tennessee Shipper, was released by the U.S.D.A. in 1956. After watching it for several years as an unnamed selection we were impressed by the beauty of the berries so much that we wanted the authorities to name it Miss America or American Beauty. However, the name Redglow suits it very well.

The berries are a beautiful shiny red which makes them so attractive they usually bring top prices on the market. The berries are firm enough to carry to market in good condition and good enough in quality to bring buyers back.

Redglow is resistant to the most common strain of red stele, the same as Sparkle. Generally speaking Redglow is adapted to the middle states and is suggested for trial from Virginia to Pennsylvania and even farther north.

Redglow starts ripening only a day or two after the very earliest. The beautiful berries of this variety should be a good way to start the berry season. Price List page 32.

Redglow—Big, Beautiful Berries Bring Buyers Back

EMPIRE

A Large Productive High Quality Berry For The North

Size, Beauty, Productiveness—Empire has them all

Empire has done well in most of the northern states, excellent reports having come from the Atlantic coast states to the Mississippi River.

Empire berries are large, bright and attractive and of much better quality than Premier. They are about the same in firmness. Under good conditions Empire is about as productive as Premier and Catskill. The large size and light attractive color make them easy to market profitably. (See color picture.) Empire berries are only moderately firm so they should be handled quickly and kept picked closely. They are not generally considered to be good for freezing.

Under some conditions, even in the north, Empire failed to make a good fruiting row. When conditions suit them, Empire makes a very strong, vigorous growth, oftentimes producing enough runners so that plant thinning is necessary for best results.

Let us quote grower results in 1959 from two widely separated states. Penobscot Co. **Maine,** Jan. 14, 1960. "I was the only grower in this area who did not have any winter kill, so you can imagine that we received a fancy price for our berries. I was growing only Empire and Sparkle. What really stopped traffic out here was the size of our Empire. Twelve selected berries from the first picking nicely filled a quart container. While the Empire was not as productive as the Sparkle they sold my crop." ROBERT W. STUBBERT. LaSalle Co. **Illinois,** Jan. 30, 1960. "On our rich, black soil here in norther Illinois Empire is very healthy, sets runners well, withstands drought, berries are large and of good quality except for freezing. They freeze fair but not near as good as Earlidawn." KENNETH BRENN.

All our Empire beds this year are very fine and we expect to have an adequate number of very fine plants. Price List page 32.

ALBRITTON

The great majority of all berries grown in the coastal region of North Carolina are Albritton. The plants make a very vigorous growth and are quite productive of very large, bright, shiny, firm, high quality berries. They are real beauties and quickly came to dominate the North Carolina berry industry after they were introduced.

Excellent crops of Albritton have been obtained outside the North Carolina area, but generally speaking Albritton has limited adaptation. In southern New Jersey, Maryland and Virginia, Albritton is worth trying. Here at Salisbury, Md. we have grown some excellent crops of Albritton that have been very profitable. The fact remains, however, Albritton has not made its way to the top of the heap anywhere except in eastern North Carolina.

As with other varieties, virus free plants of Albritton retain all the original vigor and productiveness of the variety. We have some beautiful Albritton plants which will produce beautiful berries for you. Price List page 32.

Cumberland Co., North Carolina, Feb. 19, 1960. "The 5,000 Albritton plants that I ordered last year were excelent and have done fine. I find it more profitable to use your plants than to use the ones that I produce. The quality of the plants more than makes up for the difference in the cost." L. K. SLYIVANT:

Beautiful Pocahontas plants like these will please you.

POCAHONTAS

A Powerhouse for Growth and Production

Pocahontas is an amazing berry. Its brilliant performance during the last few years has caused it to jump in popularity so that with us it leads our sales on all varieties except Catskill. This is largely due to the fact that Pocahontas does well over a wide area which extends from North Carolina, Tennessee and Kentucky north into Canada and from the Atlantic Ocean to the Rocky Mountains—everywhere except the far south and the far west.

The outstanding achievement of Pocahontas is due to its excellence in so many ways:

1. One of the most vigorous in plant growth.
2. Productivity equalling Catskill, Sparkle and the other great producers.
3. Large average size of berries, together with the bright red attractive color and showiness.
4. Firmness good enough to make an excellent shipper.
5. Growing popularity as a processing berry.
6. Its pre-eminence as a berry to set in late summer (where plants are available) for a partial crop the following spring.
7. Wide adaptability and (repeating) its great productiveness.

Outstanding yields of Pocahontas from official plantings have been received from Virginia, Kansas, Kentucky, New York, Ohio and other states. Comments about Pocahontas from individual growers follow:

Howard Moon, Jackson Co., Michigan: "We like Pocahontas very much. In 1959 we had lovely berries when no one else around had any due to the dry weather."

Frank Hunt, Cuyahoga Co., Ohio." My Pocahontas, Catskill and Surecrop are the talk of the neighborhood. They certainly are all that you claim they are."

M. J. Coomer, Lee Co., Virginia. "Pocahontas is the best variety I have ever grown. Plants are vigorous and berries are large and uniform."

Andy Hatfield, Ritchie Co., W. Va., "Last year we had 220 quarts of berries from 200 Pocahontas plants. It is the best yielder we've ever raised besides being of good quality."

ORDER EARLY! There is bound to be a big demand for Pocahontas. See color picture on back page. Price List page 32.

TEMPLE

An old veteran, not virus free but vigorous growing anyway. Plants moderately productive, berries large in average size. A bright red color, attractive green cap make them very showy and easy to sell. Berries fairly firm; fairly good shipper. Somewhat susceptible to late frosts, so frosty sites should be avoided. Best results have been in the middle states. If you know and like Big Joe we have the plants for you. Price List page 32.

BIG JOE

First of the good red stele resistant varieties It is not immune to all strains but has sufficient resistance so that profitable crops of berries can be grown on red stele soils. Normally Temple makes a vigorous plant growth, quite productive, berries medium to large in size, moderately firm and of excellent quality. Not rated high as a freezing berry but as a home garden berry or moderate distant shipping berry it has done well in the lower lying soils of southern Delaware and eastern Maryland. Price List page 32.

MIDWAY

A new midseason variety, a cross of Dixieland and Temple, formerly Md. U.S. 2389 and now released for introduction by the U.S.D.A. According to the official release, "Midway has performed satisfactorily in Maryland, New Jersey, Pennsylvania, Ohio, Indiana, Massachusetts, Missouri and eastern Washington." It is worthy of testing in other states of similar latitude.

Midway plant growth is robust and healthy. The plants are extremely productive, producing berries which average medium to large in size and maintaining good size throughout the picking season. The berries have a uniform deep red color with a glossy surface, firm skin and yellow seeds. The flesh is firm and the shape is irregular conic to blunt conic. Berries have good dessert quality and have been satisfactory in frozen packs. Midway seems plenty good to use under many conditions but resistance to the most common race of red stele widens its usefulness.

Comparative yield records with Midway, Surecrop, Dixieland and Blakemore at Beltsville, Md., during 1957, 1958 and 1959 emphasize the producing power of Midway. Average yields for the three years are as follows:

Midway	9,146 qts. per acre
Dixieland	8,302 qts. per acre
Surecrop	8,184 qts. per acre
Blakemore	5,280 qts. per acre

Midway looks worthy of trial. We have lots of nice plants. Price List page 32.

Midway Berries.

They are new.

Try a few.

Surecrop for Sure Growth. Tops them all in vigor.

SURECROP

Ranks with Pocahontas as the most vigorous of all

Surecrop is likely to be outstanding in any berry field because of the vigor of plant growth and healthy, hardy condition of its foliage. Adapted throughout the mdidle and northern states as far north as Maine (see letter below), Surecrop is one of the few wgood varieties that has triple resistance to red stele. We have fruited Surecrop several times in quantity and we like it better each year. The berries are large, mostly round (see picture), bright, shiny red, firm enough to ship and real good in quality.

Surecrop berry size hold up better than many others on account of the extreme vigor and healthiness of the foliage, which is green enough to function throughout the berry season. Prices for Surecrop berries have been at or near the top all season.

Surecrop is growing in popularity and we look to see it take its place along with Catskill, Pocahontas and possibly Midway as one of the great midseason berries. Price List page 32.

Aroostock Co., Maine. Dec. 4, 1959: "I set 300 Surecrop in soil infested with red stele. The plants made a most wonderful growth and produced a wonderful crop of beautiful large size berries. The berries were the firmest I have ever seen and held up in size until the last picking with no loss from rot or softness, even during the wet weather." GORDIN E. MACGOWAN.

ARMORE

The vigor of Armore plant growth and its great productiveness as well as the large average size of berries merit much wider planting than it has had up to now. In Missouri, Illinois, Indiana, Ohio, Kentucky as well as in some states farther east Armore has produced some amazing crops. Dr. Darrow, formerly of the U. S. D. A., in his successful "Pick Your Own" project of more than 20 acres near Washington, D. C., rates Armore as the most profitable of the late varieties. Armore is generally rated high as a freezing berry as well as having the size and attractiveness for a good fresh market berry. Armore is widely adapted and should be tried in all areas except in extreme north and extreme south.

The berries are medium to light in color, darkening somewhat on holding. Quality is good and they are firm enough to ship moderate distances; firmer than Premier and Sparkle, not as firm as Blakemore and Tennessee Beauty. The first Armore berries are large, irregular, wedge-shaped; the later ones usually round-conic.

Armore produces plenty of runners for a good fruiting bed. For the territory mentioned we don't see how you could go wrong with Armore as a large, productive, late kind. Price list page 32.

ERIE

Erie, Empire and Catskill, in our opinion, make up the three best varieties ever introduced by the New York State Experiment Station. Erie's parentage is Sparkle x Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier but ripens about eight days later, about with Sparkle. Price list page 32.

VERMILION

An introduction of the University of Illinois. Resistant to the most common of red stele. Plant growth strong, making few large plants rather than many small ones. Has been most popular in central Illinois. Productiveness very good, almost with Catskill. Berries medium to large in size, somewhat irregular in shape with a tendency to green sides. Quality fair to good. Firmness about the same as Premier. Ripening period midseason to late. Worth trying especially where red stele is a problem. Price List page 32.

PREMIER

Frost Proof
Early

PREMIER — The old master — Still good — It no longer dominates! Earlidawn and Midland well grown are both far better.

FAIRFAX

The Garden Berry DeLuxe!

Supreme in Quality!

JERSEYBELLE — They bring the money!!

SURECROP Triple resistance to Red Stele — Blends profitably strong plant growth, high yields, size and firmness of fruit.

EMPIRE

"Sure-fire" for northern states

ALLEN'S PLANTS

Standard of the Industry for

76 YEARS

With Freedom from Virus

MIDLAND

Regains it's place as one of the BEST of all FINE Strawberries

ROBINSON

Large size and bright color have brought to growers many a dollar. That's why so many Robinson are grown.

ROBINSON — Good in the north, FAIR in The middle states — NO GOOD SOUTH

ARMORE Berries very large. Plants very productive. Making many friends in Middle & Northern States

JERSEYBELLE *For Highest Prices*

Jerseybelle is a product of the New Jersey Station, tested and grown rather extensively as 7A in that state before it became available in other areas. Probably 90% of the Jerseybelle berries produced to date have been in New Jersey and on Long Island where it has made an outstanding record as a profit-maker.

Although Jerseybelle is not generally considered to have great productiveness, a strawberry variety trial field at the Long Island Vegetable Research Farm showed Jerseybelle in 1958 producing 10,465 quarts per acre and in 1960 10,785 quarts per acre, larger yields in both years than any other named variety.

"For Highest Prices" is no idle slogan. We believe Jerseybelle has sold for much higher prices on the New York market than any other variety of its season. It rates as fancy.

In the last few years Jerseybelle has been tried over a somewhat wider area. One report from Ohio says, "I have never seen such beautiful berries. They make you forget Catskill and Pocahontas." A grower from Pennsylvania told us that Jerseybelle for the last two years had been by far his greatest profit-maker per acre, and he grows Catskill, Midland, Sparkle and others. A report from Indiana, "Jerseybelle is about the most fancy berry I ever saw and good flavor." In northern Delaware in 1960 a very fancy crop of Jerseybelle was being picked and harvested at above the market price. Jerseybelle's record of high prices and high profits will guarantee planting in other areas. For those sections where it proves well adapted Jerseybelle may become the leading berry for profit-making.

Jerseybelle plants are moderately vigorous and make a fair amount of runners, plenty of runners under real good conditions. Jerseybelle, like Redglow, does not give the impression of great productiveness but records quoted above from the Long Island Station phove that it is a heavy producer.

Jerseybelle berries are really fancy. (See color insert) The size is large and the rather prominent yellow seeds and shiny skin make Jerseybelle berries beautiful to behold. They seem to attract the eye of the buyer and make it easy to separate him from his money. The berries are very good in quality and have been satisfactory in freezing tests. However, Jerseybelle is a high priced fresh market berry and should not be grown primarily for freezing. For firmness and shipping quality the picture is less clear. From all the evidence it seems that Jerseybelle is plenty firm for retail trade and overnight shipment if they are kept picked fairly closely while the berries are still light red, rather than waiting until they get a deep red color.

For growers in the middle and northern states who have some good berry land and a fancy market available we cannot urge too strongly that you try out this splendid new variety. Price List page 32.

Beautiful Jerseybelle Berries.

See why they bring top prices?

CATSKILL *King of the Midseason Kinds*

Judging by our demand for plants, Catskill might well be called "King of All Strawberry Varieties". In 1954 virus free plants of Catskill became available. It was soon learned that this stock had regained all the original 1932 vigor of Catskill and would again produce the tremendous yields of big berries for which it was noted. In that period yields of ten to fourteen thousand quarts of Catskill per acre were not unusual. Premier, the leader for many years, dropped to 13th place on our list in 1960 with Pocahontas and Dixieland taking second and third respectively, some distance behind Catskill, the new leader.

WHY CATSKILL LEADS

1. **VIRUS FREE** Catskill plants make a very strong, vigorous, healthy plant growth. Our Catskill plants again this year are very beautiful, equalled in vigor by only a few varieties such as Surecrop and Pocahontas.
2. **PRODUCTIVENESS** is the big gun in Catskill's arsenal. They are nice berries too, with more large size fruit than any other equally productive variety.
3. **BERRIES.** Catskill berries have large size, moderate firmness, good quality and very attractive appearance that will hold their own in any parade of fancy berries.
4. **USE.** Catskill berries are fine for the fresh market and very acceptable for freezing. They cap easily, very important where capping machines are in use.
5. **HARDINESS.** Catskill has been a sure-cropper over a long period. It has an amazing record of producing successive crops of fine fruit. If there is any one "must" berry for growers in the northern and upper middle states it is CATSKILL.
6. **ADAPTATION.** Catskill is well adapted to all the northern states and the higher altitudes as far south as North Carolina and Kentucky, westward beyond the Mississippi River.
7. **CATSKILL EXTRAS.** Strawberries provide one of the best of all sources of Vitamin C, so necessary for good health. Catskill carries a higher than average percentage of this important Vitamin C. For some reason Catskill berries will stand wet weather at picking time much better than other varieties which are really firmer. We don't know why, but it is true.

CATSKILL COMMENTS

Missouri—Holt Co., Mo., April 26, 1960. "With me there is no substitute for Catskill. It is absolutely the best for this part of Missouri." CLYDE W. McGUIRE
Illinois—Piatt Co., Ill., Jan. 30, 1960. "I think Catskill is the best berry to be found. I laid 12 of them on the scales and they balanced at a pound." J. L. LAMKIN
Ohio—Paulding Co., Ohio, June 12, 1960. "I am a strawberry fancier. I have seven kinds and Catskill outranks them all." MRS. ADAH MILLER.
Virginia—Berkley Co., W. Va., April 14, 1960. "In 1959 I picked 700 quarts of berries from 500 Catskill plants. Nice big berries. Everybody liked them." WILLIAM WHARTON:
Massachusetts—Berkshire Co., Mass. March 21, 1960. "Thought you would be interested to know that from the 2,000 Catskill which we planted in 1958 we harvested over 2,300 quarts of beautiful berries last year."
Pennsylvania—Erie Co., Pa. Sept. 16, 1960: "From now on I think I will use Catskill and Tennessee Beauty." KENNETH BRITTON.

placing your Catskill order. We sold out early in the season last year. We have more fine plants this year but not enough to supply our usual demand. Price List page 32.

ROBINSON

Large Size and Bright Color have made for its Growers many a Dollar

The plant growth of Robinon is nearly always good. It seldom fails to make a good fruiting row even under adverse conditions. The plants individually are small, but they do bear big berries. Robinson did not lose as much of its vigor due to virus infection as many other varieties. However, our stock of Robinson now is entirely from virus free sources so that all the original vigor of Robinson is available for plant growth and fruit production. Another thing that has helped Robinson, we believe, is the fact that like Premier the foliage has been absolutely healthy. Even on weak plants we have never seen any foliage injury or disease. This healthy foliage has helped.

Robinson acreage in several northern states has increased during the last few years. The compelling motive for this is the money Robinson has made for its growers.

Robinson is primarily a berry for the north. The fruit in the southern and even lower middle states is not firm enough for shipping and not as good in quality as that grown in the north. There have been good reports on Robinson from nearly all the northern states with some enthusiastic supporters as far south as Missouri and and northern Virginia.

Robinson berries are generally rather soft and not considered very high in quality, although there are many who do not agree with this and feel that Robinson quality is very good.

In this section Robinson has been grown largely as Kardinal King. In dry years it has been quite profitable. In wet years Robinson is so soft that even with close picking there is considerable loss of fruit.

As a processor Robinson has not ranked high, but is accepted and used widely in areas where large quantities of Robinson are produced.

The berries are large, light and attractive with many of the larger ones being somewhat ridged. (See color picture)

For a berry that is sure to grow nothing will surpass Robinson in the north. It usually makes too many plants so that some thinning is necessary. PROFIT is the motive for planting Robinson. Despite some weak points it will soon be planted widely by many growers who remember the Dollars that rolled in with Robinson. Price List page 32.

Robinson—a money maker for northern growers.

SPARKLE

Loaded with Luscious Berries -- Beautiful and Bright

After its origination and introduction by the New Jersey Station Sparkle quickly became one of the most popular late berries in the northern states. After a few years Sparkle, like Catskill, became weakened by the virus diseases which seemed to be present everywhere and its popularity waned. Sparkle, again like Catskill, is staging a come-back with the present amazingly vigorous virus free stocks which make a tremendous growth with plenty of strong, vigorous plants. On good soil some plant thinning would help the average berry size.

At fruiting time the plants are loaded with berries. As a producer Sparkle ranks with Catskill, Midland, Premier and other high yielding kinds. Sparkle plants have a high degree of resistance to the most common strain of red stele. This provides for the grower an element of safety not found in all our leading varieties. Sparkle plants bloom so heavily and so late that the crop is rarely affected by late frosts. This is an item of crop insurance which adds to the value of Sparkle as a money maker.

Sparkle Berries

Sparkle berries have a rich crimson red color which makes them very beautiful. The name "Sparkle" was taken from the fact that the berries actually do sparkle on the vine. They darken somewhat on holding.

Sparkle berries are superb in quality, far better than Premier, Robinson, Pocahontas, Surecrop and others with which it competes.

Sparkle berries are top-notch for freezing. The fine quality helps but the rich crimson red color extending clear through the berry helps to give Sparkle top rating for freezing. Where capping machines are used in processing Sparkle is handicapped somewhat because the smaller berries are rather hard to cap.

Sparkle berries are medium to large in size where they have been well grown on beds not too thick. Where beds are thick and moisture insufficient the plants cannot size fully the heavy loads of berries which are produced.

Sparkle berries are fresh market favorites. Where well grown and picked closely they go into a market with a shine and finish which makes them very attractive, resulting in top prices.

Our Sparkle plants are very beautiful and in fairly adequate supply. We hope to have enough to fill all our orders this season. Price List page 32.

They Speak Up for Sparkle

Monmouth Co., N. J. May 27, 1960: "I want to tell you that the plants I bought this spring are just beautiful, growing like mad. I am very pleased with them, and the Sparkle I bought last spring are heavy with berries." MRS. EVA deJONGE.

Lycoming Co., Pa. April 26, 1960, "Last year was our first picking season from 300 Sparkle plants and the yield was wonderful. We could have sold many times more berries and people said they had never seen such nice berries. We were all more than pleased with the plants and the way they produced such large, delicious berries." MRS. WARREN DIEFFENDERFER.

Sparkle plants for your 1961 orders. They are registered and ready.

TENNESSEE BEAUTY

The Money Maker for the Middle States

Tennessee Beauty was originated and introduced by the Tennessee Station. It has been grown very widely in Tennessee and Kentucky in the succeeding years, now being the leader in acreage in those states. The merits of Tennessee Beauty have extended its territory over the years over all the middle and northern states. Here in Maryland we would plant Tennessee Beauty as a late variety for profit ahead of all others. Although originated primarily as a southern berry Tennessee Beauty has been very successful in most of the northern states. Sometimes it has been subject to winter injury which in turn reduces the yield. This is particularly true on fairly dry sandy soil. Highest yields in test after test throughout Kentucky and Tennessee helped gain and hold the high opinion which most growers have of Tennessee Beauty.

Outstanding results have been had with Tennessee Beauty in parts of New York, Ohio, Michigan, Connecticut, Pennsylvania and Maryland as well as in Kentucky and Tennessee.

Tennessee Beauty plants are very healthy and very productive. Tennessee Beauty berries are medium to large in size where moisture is adequate and beds are not too thick. Tennessee Beauty berries are very beautiful. See color picture inside back cover. This picture gives you an idea of what well-grown, properly handled Tennessee Beauty berries look like. They are excellent for shipping, firm enough so that if bad weather or shortage of help delays picking for a day or two there need be very little loss of fruit. Tennessee Beauty berries are among the best for freezing and processing. They are easy to cap too. In fact, they cap so easily that they are sometimes subject to criticism when picked for the fresh market.

We have lots more fine rooted Tennessee Beauty plants than last year so that we hope to have enough to supply all our orders. You will like Tennessee Beauty. Price List page 32.

REDSTAR

The Best Very Late and the Latest Very Good Strawberry

With Redstar you can have fancy berries to use or sell ten days after other berries are gone. This fact is the most valuable single attribute of Redstar —to extend the season for fancy fruit. Almost equally important is the fact that you are sure to get a crop. Redstar blooms so late it is never killed by late frost.

The first berries are very large and wedge shaped. Later berries are mostly round-conic. Redstar berries are very fine in quality. They have an attractive bright red color which darkens very little on holding. Where a good bed is made Redstar is extremely productive and the berries average large in size, firm enough for shipping and attractive enough to sell well. Because it is so late Redstar should be grown where ample moisture is available at fruiting time, either from moist soil or irrigation.

Until 1956 no virus free Redstar plants were available. Stocks had become so weakened that it was almost impossible to get a good fruiting row. Virus free plants are now available and it is easy to get a wonderful fruiting row with big, healthy, beautiful foliage.

Redstar has another weakness—fasciation. In this several fruiting stems apparently merge forming a broad flat stem and the berries broaden and twist, making them very undesirable. Our new virus free stocks show far less of this than the old strains, although there is still more than we like to see.

If you are a commercial grower you can stretch your season and handle a far greater volume of berries with a given amount of help. If you are a home gardener you can stretch the season and feed your family wonderful desserts after other berries have called it a season. This new virus free Redstar stock will not disappoint you. Price list page 32.

AMBROSIA

For Late Berries and High Prices

Ambrosia was our best very late berry until the new virus free stocks of Redstar became available. In fact it is still the only good variety that is anywhere near as late as Redstar.

Ambrosia makes a strong, vigorous growth, somewhat susceptible to leaf spot. It produces heavy crops of large, attractive, light colored berries, resembling Big Joe very much in size and appearance. The quality is only fair unless eaten with sugar. Because of the late ripening season Ambrosia berries usually sell well. Because of its late blooming season you always have berries to sell. Price list page 32.

SUPERFECTION

World's Finest Everbearer

We favor Superfection over all other everbearers that we have tried primarily because it is the best in producing berries when you want them—in late summer and fall. All everbearing varieties for satisfactory results should be planted in hills with the runners removed. The Ohio system, described on page 30, has enabled many growers of everbearers to have much more pleasure and profit from their plantings. Superfection, under good conditions, makes an adequate number of plants. Under very good conditions, they set plants almost like Blakemore. Under conditions of extreme heat and draught they will almost completely die out unless irrigated. Where grown in the hill system, described on page 30, with all the runners removed there is usually little trouble in getting a good stand of plants and fair to good crops of fruit, depending on weather conditions, particularly adequate moisture.

Scoffed at as of little value by commercial growers for many years, the new sawdust mulch spaced plant system of growing and varieties like Superfection have made everbearers a real asset to your home garden and in favorable locations a profitable money crop.

Superfection berries are light in color and quite attractive in appearance. They are firm enough to ship moderate distances but mostly they are used at home or sold on local markets. The flavor is quite tart but with sugar added Superfection makes a very fine addition to late summer and fall desserts.

All our plants of Superfection are grown from virus free stocks. They are well rooted, true to name and strong plants, giving you your best chance of having good results with everbearers. Price List page 32.

Chester Co., Pa. Jan. 9, 1960: "Just a note to tell you how pleased I was with the plants I received last spring. I used the Ohio System with sawdust and I picked blossoms off until June 15. Started picking berries about July 1st and had berries until November 10th when frost killed them. I have no idea how many I picked but they were very fine and everything you say they are." LEON W. SHAUB.

Marshall Co., Ky. Jan. 7, 1960: "Last summer I tried 500 Superfection everbearing strawberries from your catalog. For a beginner I was highly successful." CARL J. GUNKEL.

GEM

Superfection is also sold as Gem, which was the original name. Also the plants which we bought as Brilliant from two sources proved to be identical with Gem and Superfection. With virus free plants to eliminate differences in vigor of individual stocks you will find Gem and Superfection identical. Order them by either name and you will have the best of the everbearers. Price list page 32.

Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1959 will bear their best crop in May or June 1960. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

In spite of some very good results setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not generally a good practice. Results in most cases do not justify the extra effort, even if good plants were available and they usually are not. However, August and September planting is increasing in the Norfolk, Va. area, as well as the Eastern Shores of Virginia and Maryland and southern Delaware. Mostly the Pocahontas variety is used with some Dixieland.

Setting the plants in late October or November to get the job done when not so rushed by work as in the spring or to avoid the hazards of delayed planting in spring due to bad weather is rarely justified now that dormant plants are available. Any advantages should be weighed against the time and trouble of mulching through two winters instead of one and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far south. Recent results with the Pocahontas variety in southern Delaware, eastern Maryland and Virginia may provide another exception.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlorodane (see page 27) makes the use of sod land much safer. With chlorodane we would prefer good sod land to poor cultivated land. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary, but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are

almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons. If used, apply poultry manure to field or garden in the Fall for spring planting.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET? EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT. With dormant plants available plants can be set safely at least two weeks later than with freshly dug stock.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZER BE USED? On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves, if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O.K. Potash is not usually a limiting factor. However, we sometimes use a fertilizer with 2 to 3% of potash just as insurance.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in the late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If color and growth are not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in.	18 "	7,128 "

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O.K.

The very best way to hold plants is in cold storage at 28 to 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 28 to 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments as well as much practical experience have shown clearly that anyone who cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dribble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See Table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants. With the new virus free stock of vigorous growing varieties somewhat wider setting will usually give a satisfactory fruiting row.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30.

There are many variations of the hill system. One of the most practical looking is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

(1) **Uncover the buds.** At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) **Cut off the blossoms** at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. For exceptions see page 31.

(3) Most of the **training of new runners** is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crag Herbicide No. 1 (SES) is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. To control winter

and spring growth of chickweed apply chloro I.P.C. 3 lbs. per acre in 50 gallons of water. For us one application in either November or the first half of December has been effective. We doubt if chemical weed control is practical or necessary on very small plots.

Geese are helpful in controlling crab grass. They do not eat weeds. Use about 4 geese per acre; get goslins or young geese, 5 to 6 weeks old. They eat more and trample less than old geese. The field must be fenced in. Supply shade, water, some extra feeding. Large flocks in one field often trample plants badly. Watch out for dogs.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

Evidence piles up that irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20° F.

INSECTS AND DISEASES. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. Red stele can be largely ignored on infected soil by using resistant varieties. Stelemaster and Surecrop have triple red stele resistance. Sparkle, Temple, Fairland, Redglow and Vermilion have high resistance to the most common form of red stele. If you use these kinds red stele need not make much of a dent in your berry profits.

Captan sprays or dusts are proving helpful in reducing fruit rot which can be serious any year, especially bad in wet seasons. Captan can be mixed with applications to control Clipper. Captan dusts are now a standard practice with us. Hill system or well spaced plants help to prevent berry rot. The Clipper, sometimes present near wooded areas, can be controlled by two applications (25 to 35 lbs. each) of proper dust mixture.

Some results in 1957 indicate that under certain conditions early Captan sprays fully protected berry beds from the worst known infestation of leaf spot and leaf scorch which practically destroyed the berry crops on other fields in the area. If other insects or diseases become serious consult your County Agent.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. On thickly set beds remove some of the excess plants. Don't be afraid of hurting the beds. We have used a heavily weighted (100 lbs.) spike tooth harrow very effectively. Train new runners to any vacant places. Mostly the second crop of berries is bourne on the same plants that produced the first crop.

ODDS AND ENDS

1. To control spittle bugs and tarnish plant bugs which cause malformed berries (nubbins) spray thoroughly one time with 50% D.D.T. 2 lbs. per 100 gallons of water as late as possible before plants bloom in spring. Nubbins and malformed berries, very similar in appearance, are also caused by late spring frosts which injure but do not completely kill the berry blossoms.
2. How much virus free plants outyield ordinary stock depends on the vigor of the non-virus free plants. At the Ohio Station 68% average increase was obtained on virus free Catskill, Sparkle and Premier. In New Hampshire 83% increase on the same three varieties. In Massachusetts 35% on four leading varieties, and in Nova Scotia on four varieties 310% increase, the amazing increase probably due greatly to lack of plant growth of the ordinary stock.
3. A new spray MH-30 (5 pints in 50 gals. of water per acre) has been used to reduce runner formation and prevent crowded rows. In tests one spray was applied in early July, two others in August. A well spaced row of plants resulted. Suggested for trial only with varieties that form too many runners.
4. When sawdust is used as a mulch, the soil will need extra nitrogen. Seven or eight pounds of ammonium sulphate per 100 lbs. of sawdust has been suggested. The Colorado Station states "Sawdust is a good mulch, conserving moisture, suppressing weeds and improving heavy soil with no significant effect on the pH of the soil."
5. Chlorodane will pay. About 10 lbs. per acre of actual chlorodane broadcast with fertilizer (25 lbs. 40% material). Many of the things necessary for growing top notch planting stock (page 3) a berry grower cannot afford to do—the use of chlorodane is one of the things he can and should do. It's **fairly** cheap—it's **very** good.
6. Gibberellins. Experiments were conducted in New Jersey in 1958 on the use of potassium gibberellate applied to Sparkle in the fall, using the optimum concentration of 10 ppm with 3 applications. Results showed a significant increase in early yield—but not in total yield and a significant decrease in average berry size. Experimental use only is suggested for the present.
7. A "runner cutter" has been developed at Cornell for use especially where hill or hedge row system is used.
8. Dr. Melvin Kolbe of the North Carolina Station at Raleigh, N. C., has developed a "blossom cutter" which seems practical to make it easier to perform the very important job of removing blossoms from newly set plants.

FAMILY GARDEN COLLECTIONS

Plants of all varieties offered in these Collections, except Jerseybelle, are from the remarkable new VIRUS FREE stocks.

Bargains In Gardens - You get the Best and they cost you Less

If you have a garden you must have a berry bed. Order one of these Collections for the health and pleasure of all your family. By ordering from these pages you save a little money and get the same varieties you would select after hours of study. **Postal charges are included in these prices.**

POSTPAID— All Collections **postpaid** anywhere in the U.S.A. at prices quoted. **ORDER** all Collections by name. Collection A, Collection B, etc.

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for heavy production of luscious berries anywhere in the U.S.A. except extreme nothern and extreme southern areas.

MIDLAND—with virus free plants it rates as great.

FAIRFAX—finest quality; the garden berry deluxe!

CATSKILL—big crops of big berries; good for freezing.

TENNESSEE BEAUTY—wonderful late berry; excellent for freezing.

Collection A— 100 plants, 25 each of the 4 kinds.....$ 4.95 (Postpaid)

Collection B— 200 plants, 50 each of the 4 kinds.....$ 7.85 (Postpaid)

Collection C— 400 plants, 100 each of the 4 kinds.....$13.70 (Postpaid)

Collection D—1000 plants, 250 each of the 4 kinds.....$24.90 (Postpaid)

NEWEST VARIETY COLLECTIONS

Try these new ones. All have met rigid standards before being released for introduction.

EARLIDAWN—earliest of all. Very heavy cropper.

JERSEYBELLE—high market prices as New Jersey 7 A. It's a winner!

REDGLOW—outstanding beauty, size and quality.

SURECROP—midseason, red stele resistant, tops in plant growth. Productive.

Collection K— 100 plants, 25 each of the 4 kinds.....$ 5.30 (Postpaid)

Collection L— 200 plants, 50 each of the 4 kinds.....$ 8.40 (Postpaid)

Collection M— 400 plants, 100 each of the 4 kinds.....$14.65 (Postpaid)

Collection N—1000 plants, 250 each of the 4 kinds.....$26.60 (Postpaid)

NORTHERN STATES GARDEN COLLECTIONS

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

PREMIER—frost proof, sure crop every year.

EMPIRE—gaining in favor because of the flavor.

CATSKILL—big crops of berries; good for freezing.

SPARKLE—shine like gems; fine quality fresh or frozen.

Collection E— 100 plants, 25 each of the 4 kinds.....$ 4.80 (Postpaid)

Collection F— 200 plants, 50 each of the 4 kinds.....$ 7.70 (Postpaid)

Collection G— 400 plants, 100 each of the 4 kinds.....$13.45 (Postpaid)

Collection H—1000 plants, 250 each of the 4 kinds.....$24.65 (Postpaid)

Grower delighted. Neighbors amazed.

Washington Co. R. I. Jan. 27, 1960. "In 1958 we picked over 600 quarts of berries from Collection F (50 plants each of Premier, Empire, Catskill and Sparkle) and from the same bed of plants in 1959 picked about 100 quarts less than in 1958. The plants were large and healthy and good producers. The neighbors couldn't believe it until they saw and tasted them. The berries were beautiful and large with a delicious flavor. It was my first experience with the Sparkle. It is a well-named berry and qualifies in every way." MRS. WILLIS WHEWELL.

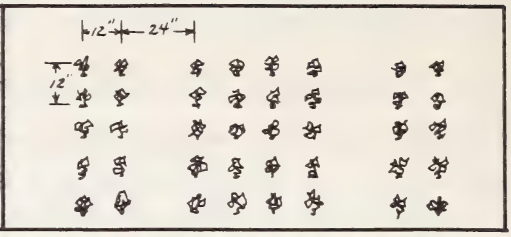
$212.00 from Garden Collection.

Hancock Co. W. Va., Jan. 4, 1960. "In the spring of 1958 I set out one of your Garden Collections. The next summer of 1959 I sold $212.00 worth of the nicest berries I ever raised in all my gardening and the plants look real good yet for this coming summer. I am truly a satisfied customer." HUGH FLUHARTY.

Good Plants for Good Yields

Muskingum Co., Ohio., Feb. 1, 1960. "I want to thank you for the nice plants that I have received from you for the past four years. They have always been first quality and arrived in excellent condition. I have also enjoyed good yields from these plants." R. E. VICKERS.

Grow Berries like these for Pleasure and Profit



FOR BEST RESULTS WITH EVERBEARERS

USE THE SAWDUST MULCH SPACED PLANT SYSTEM

The Ohio Experiment Station reported 7,000 quarts per acre the first year with Superfection grown under this system. Iowa Station reported yields even larger than Ohio. In Kentucky the Experiment Station reported, with irrigation, 14,000 quarts per acre the first year with Superfection and Gem.

A brief summary of the Ohio Station report is given below.

The Ohio Station report states that the latest development in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All blossoms which develop on the new set plants should be removed until early June or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits.

This Ohio system and variations of it have been used in recent years in many other states to enable growers to get far more satisfaction from Everbearers than they did before. **(See page 23.)**

HAD YOUR VITAMINS TODAY?

Did you know that strawberries provide one of the best of all sources of vitamin C? This vitamin is necessary to good health and must be added to the diet frequently as it cannot be stored in the body.

Experimental work at the New York Experiment Station at Geneva showed strawberries pound for pound far better as a source of vitamin C than oranges, grapefruit or tomatoes, generally considered the best sources for this vitamin.

Incidentally, variety studies showed Catskill leading in vitamin content. Fairfax, Sparkle, Midland, Robinson and Tennessee Beauty were well above the average in vitamin C content of the 37 varieties tested.

VARIETAL RESISTANCE TO STRAWBERRY DISEASES

Studies at the New Jersey Station add favorable information on this question. For a number of years plant breeders have been using red stele resistance as a governing factor in the development of new varieties. We know, for instance, that Surecrop and Stelemaster have resistance to the three most common forms of red stele—triple resistance. Good varieties resistant to the most common strain of red stele include Sparkle, Redglow and Vermilion.

Verticillium wilt is an important disease in some areas in northern states, although we have never seen it on our own farms. The New Jersey work has shown that Catskill, Surecrop, Vermillion and Premier are very resistant to verticillium wilt; Redglow and Blakemore moderately resistant.

It should be pointed out that many of the varieties currently grown on a large scale in New Jersey are very susceptible (Earlidawn, Dixieland, Jerseybelle, Midland, Pocahontas). Growers should be alert to the potential danger of planting such varieties following susceptible crops such as tomato, potato, eggplant and pepper.

VIRUS FREE—REGISTERED

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

INSTRUCTIONS TO PURCHASERS

Terms. Cash with order. Remit by money order, bank draft or cash in registered letter. No C.O.D. shipments without part payment.

Packing. No extra charge made for packing at prices quoted on page 32.

Time of Shipment. We ship plants from November 1st to June 1st. See paragraph on page 25, "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

WHEN TO ORDER HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Write plainly so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the 5th postal zone of farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of $2.26 on any size shipment.

Parcel Post.—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere, and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide below. Send enough postage as an excess will be returned to you. C.O.D. shipments require from 40c to $1.00 additional postage for that service and often delay delivery. **COLLECTIONS offered on pages 28 and 29 are prepaid and no postage need be sent for these.**

Late Shipments. All plants ordered shipped after May 15th will be packed and shipped in best possible condition but at purchaser's risk.

Our Guarantee. We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insect, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington. N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes the entire state of Illinois, St. Paul, Minn., St. Louis, Mo., Little Rock, Ark.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

WEIGHT OF PLANTS

25 plants 1 lb. — 500 plants 20 lbs.
100 plants 4 lbs. — 1000 plants 40 lbs.

Zone	First 2 Pounds	Each Additional Pound	Rate Per Pound	Each Additional Pound	Rate Per Pound
2	33 cents	From 3-10 lbs.	5 cents	From 11-70 lbs.	4 cents
3	35 cents	From 3-15 lbs.	6 cents	From 16-70 lbs.	5 cents
4	39 cents	From 3-5 lbs.	8 cents	From 6-50 lbs.	7 cents
5	45 cents	From 3-20 lbs.	10 cents	From 21-50 lbs.	9 cents
6	51 cents	From 3-10 lbs.	13 cents	From 11-30 lbs.	12 cents
7	58 cents	From 3-15 lbs.	16 cents	From 15-30 lbs.	15 cents
8	64 cents	From 3-10 lbs.	19 cents	From 11-30 lbs.	18 cents

Example: 11 lbs. in zone 4—39c for first 2 lbs.—40c (5x8c) for next 5 lbs.—28c (4x7c) for last 4 lbs. Total 39c plus 40c plus 28c equals $1.07.

PRICE LIST FOR SPRING — 1961

	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
Early Varieties									
★ ALBRITTON	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
★ BLAKEMORE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	65.00
★ DIXIELAND	1.30	2.15	3.50	6.10	7.85	9.45	10.95	17.50	82.50
DORSETT	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	.....
★ EARLIDAWN	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	95.00
★ FAIRFAX	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ FLORIDA 90	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ HOWARD 17	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ KLONMORE	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ MIDLAND	1.45	2.45	3.90	6.85	8.75	10.50	12.20	19.50	92.50
★ MISSIONARY	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ PREMIER	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ REDGLOW	1.40	2.30	3.70	6.45	8.35	10.00	11.60	18.50	87.50
★ STELEMASTER	1.45	2.45	3.90	6.85	8.75	10.50	12.20	19.50	92.50
★ TENN. SHIPPER	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
Midseason Varieties									
BIG JOE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	.....
★ CATSKILL	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ MIDWAY	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	95.00
★ EMPIRE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ POCAHONTAS	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ SURECROP	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
TEMPLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	.....
Late Varieties									
★ ARMORE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
ERIE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	.....	.....
JERSEYBELLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ KARDINAL KING	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ ROBINSON	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ SPARKLE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ TENN. BEAUTY	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ VERMILLION	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
Very Late Varieties									
AMBROSIA	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	.....
★ REDSTAR	1.45	2.45	3.90	6.85	8.75	10.50	12.20	19.50	92.50
Everbearing Varieties									
★ GEM	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	.....
★ SUPERFECTION	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	.....

★ **Our plants of these varieties are grown from virus free stocks.**

Regular non-virus free stocks of Premier are available in small quantities.

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety write for quantity rate.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.

TENNESSEE BEAUTY

PRETTY
PRODUCTIVE
PROCESSOR
PROFIT

BERRIES ARE BEAUTIES

A
MONEY
MAKER
for the
UPPER
SOUTH
and
LOWER
NORTH.

ALLEN'S PLANTS

Standard of the Industry for

76 YEARS

SPARKLE

for
QUALITY
and
YIELD.

IT'S A
JEWEL!

POCAHONTAS
Amazing new variety for vigor, yield, profit

CROWDING
CATSKILL
in
PRODUCTION
PROFIT
POPULARITY

W. F. ALLEN CO.

SALISBURY
MARYLAND

1961

DIXIELAND

Gaining rapidly in favor—
Vigorous grower—
High yields—
Persistant light color—
Firmness to qualify as GREAT for shipping or processing.